

“Digital Transformation of the Service Organization”

Seminar Agenda – 31 January 2019

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| 1 | Welcome & Introduction | 10:00 – 10:15 |
| 2 | Insights from the Benchmarking Study | 10:15 – 11:00 |
| 3 | Keynote – Make or Buy? The Role of the IT Department for Smart Services | 11:00 – 11:30 |
| 4 | Keynote – Organizational Structure & Innovation Strategies for Smart Services | 11:30 – 12:00 |
| | <i>Lunch</i> | <i>12:00 – 13:00</i> |
| 5 | Workshop "Discussion of Selected Topics" | 13:00 – 14:30 |
| | <i>Coffee Break</i> | <i>14:30 – 15:00</i> |
| 6 | Discussion of Open Issues and Future Steps | 15:00 – 16:00 |